

*STEP INTO THE  
BUSINESS WORLD*

# 跻身商界

• 高级综合商务英语 •

郝蕴志 主编



南开大学出版社

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THE BUSINESS WORLD**

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·高级综合商务英语·

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## 前 言

随着我国改革开放的深入进行,我国与世界各国的交流、交往日益广泛,对外经贸活动得以迅猛发展。经济的发展迫切需要有更多的能熟练掌握英语,并且能够开展有效的对外交流的人材。本书作为高级综合商务英语教材,出发点在于强调全面地培养学生在听、说、读、写各方面的综合能力,因此在编写过程中,我们广泛地搜集真实的材料,并按照国外最新的英语教学方法——交际法的思想,尽最大可能地为使用者提供真实的语言环境,尽可能真实地反映外贸及商务工作的特点,以确保本书的实用性。

本书内容包括商业及对外贸易中一些主要环节所涉及的知识。从人们寻找工作并开始工作时所将遇到的情景起,每章在开始时都设立一些练习,由浅入深,使使用者在进入情景活动前在语言方面做好准备,随后通过听或读的练习了解一个情景,如阅读一封询问信,或听一个对话,然后在此基础上,按照要求将刚刚学过或练习过的语言点及业务知识通过口头或笔头方式加以运用。本书听力内容附有录音磁带,以帮助使用者同时提高听力。

与国外出版的类似教材相比,该教材立足于中国,选用了大量反映国内商业活动具体情况的材料,因此将更适合中国学生的口味。此外,由于该书中练习的形式与国外的商务英语教材相近,所以亦可用作辅助教材。

“跻身商界”一书的使用对象为大专院校非贸易专业本专科在校学生，同时也适用于以上类别的本专科毕业生及具有一定英语水平、并且愿到外资企业或外贸公司应聘或工作的人员进行自修使用。当然，读者在阅读本书时也可以不必拘泥于本书的原编排格式，而按照自己的需要有选择地对自己感兴趣或是认为最有帮助的章节进行学习。

本书从酝酿、编写、到出版，经历了两年的时间。在编写中我们得到了我院领导，尤其是原系主任，曾任我国驻英国商务处一秘的王文翰教授的大力支持和帮助，也得到了从事对外经贸工作人员及在学学生的丰富的反馈信息，在此我们一并表示深深的感谢。

编者水平所限，书中不妥之处敬请同行专家及读者批评指正。

编者

1999年2月

## 序

郝蕴志、邱靖、段云礼三位老师是我的同事,他们执教之余,笔耕不辍。为了使本书早日与读者见面,他们不顾寒暑,日以继夜地工作,二年来呕心沥血付出了辛勤的劳动。

《跻身商界》是一部新型的高级商务英语教材。编者从国内外搜集了翔实的资料,取材范围广泛、真实,内容新颖。在编排上以交际法为核心,涉及听、说、读、写的全面训练,为读者提供了逼真的语言环境。本书放眼世界,立足中国,选用了大量改革开放以来国内经贸活动的新鲜素材,针对性强,适用度广,这也是本书有别于国外出版的同类教材的一个突出特点。

编者在书中围绕着对外经贸活动的方方面面,作了比较详尽的阐述,内容编排由浅入深,课文背景知识介绍与练习密切结合、相得益彰,使学习者能够学以致用。

我深信,此书的出版必将有助于从事外贸工作的专业人员以及有志于学习商务英语的广大英语爱好者进一步提高运用商务英语的技巧和能力,从而更好地为我国社会主义对外经贸事业服务。

南开大学外语学院副院长、教授 王文翰

1999年2月

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# UNIT 1

## LOOKING FOR A JOB

### (寻找工作)

很多人都面临寻找新工作或者更换工作的问题,本单元从人们日常谈论的有关工作的话题着手,分别从求职者和人事部门两个角度为求职者介绍应该如何读懂招聘广告、准备个人简历、书写求职信件,直到最后完成面试。

#### **1.1 Talking About Jobs (谈论工作)**

本节中介绍怎样讲述自己要做的工作及自己对所做工作好恶的原因,最后介绍应该如何克服自己判断失误、善于抓住从事理想工作的机会。

A. You're going to hear 3 people talking about their jobs. While you're listening, note down:

1. What is the speaker's job?
2. Where does he or she work?
3. What are his or her comments about the job?

When you finish, check your notes with other students. Listen to the conversation again and locate the expressions and phrases they use in describing their jobs, expressing likes and dislikes, and those that are used to

show their wishes .

B. The phrases below are also used to express the above functions. Practice reading them aloud. Pay attention to your intonation .

*I (don't) like dictating letters .*

*I'm very much interested in going on overseas business trips .*

*I hate the idea of working overtime .*

*Do you like working overseas? Yes, I do .*

*No, I don't .*

C. Work in pairs. If you're working, tell your partner something about your job and whether you like it or not. If you're still studying, discuss your 'ideal' future job. You should observe the examples in A and try to use the phrases you've just learned.

D. Errors in judgment can prevent even the finest candidate from finding the job she or he wants. These simple rules can help you avoid such mistakes.

1. Touch all of the following bases to increase your chances of getting the job and the salary you want: (1) apply to companies; (2) ask your friends and relatives about jobs; (3) answer newspaper ads; (4) apply at private employment agencies, the state employment service, and the school placement office; (5) take civil service tests.
2. Make sure you aren't pursuing conflicting goals. For example, you may be unrealistic if you're unwilling to relocate, thereby narrowing your prospects, yet want a high

salary. Don't expect miracles. Expect to do about as well as others have. Establish a priority for your goals. If getting a job quickly is essential, then realize that your needs probably rule out getting a high salary. Review your goals periodically. If what seemed a realistic goal at the start appears unattainable 12 weeks later, change your goal.

3. Even if you aren't sure you want a certain job, getting an offer may make you more attractive to a company you know you want to work for. The job you're interviewing for may not appeal to you so much now but could prove to be your most appealing alternative later. Interviews enable you to see how good you are making people want you. If you get an offer, you'll know you've mastered the technique that can get you other offers. Getting a job offer can build you up psychologically. This boost may be just what you need to succeed in your next interview, for a job you want more.
4. Don't continue to send out a résumé or an application letter that has gotten no results. Don't keep pursuing a position if it obviously isn't attainable. If you discover that you aren't as marketable as you assumed you would be, revise your résumé and your goals.

## **1.2 Understanding A Job Description**

(理解招聘广告)

本节一方面让读者通过阅读了解一些媒体上刊登的招聘广告

形式,另一方面让读者学习从人事部门要求的角度出发,练习常见人事招聘广告的写法。

A. Rather frequently, a company needs to recruit new staff. This is usually the work of the Personnel Department. The normal procedure starts from the Department putting an advertisement in the newspaper or magazine, or going to job centers to have direct meetings with candidates. Imagine you are a university graduate, and you are looking through advertisements in public media, such as newspaper and business magazines, etc., in order to find a job. What kind of information would you find in those advertisements? What tone is used in the language? Discuss with your partner quickly and jot down your ideas. Then compare your results with a neighboring pair.

B. You're going to read some job ads appeared in English newspapers. Read them and find out the information they include and the way the needs of the companies are expressed.

## **JOBS VACANT**

Are you efficient?

reliable?

smart?

intelligent?

Do you have a good telephone manner? Can you type and work an internal switchboard?

Our hard working, energetic Sales Manager is looking for a lively secretary/PA with initiative.

Good starting salary. 3 week holiday. Write with full de-

tails to: Linda Williams, Personnel Officer, James Ltd.  
120 Grove Road, Laytonstone, London E13 5BH

## **BI-LINGUAL SALES ORIENTED**

**EXECUTIVE** - an exceptional challenge for a young (mid-30s) bi-lingual (English/Italian) executive in the American subsidiary of a multi-national company manufacturing pharmaceutical products. If you have an impressive record in sales and possess management abilities, write immediately for an application form. P.O.B # 368.

## **TOUR DIRECTOR SUNNYWAY TOURS**

Sunnyway Tours, one of the leading tour operators, is looking for tour directors to accompany European motor-coach tours for May—October season. Applicants should have a good academic background with a sound historical and geographical knowledge of the major tourist resorts in Spain, France, Italy, Greece, Germany, and Switzerland. Must be well-presented, pleasant and fluent in at least two European languages. If interested, please contact Ms Hanson on 071-3866758 for details.

Does the information in the ads share any similarities with what you have just found out in A.?

C. One part of a personnel officer's work is to draft advertisements to



other student for his or her opinions. Does it cover all the necessary details? Does it sound enthusiastic and promising to the potential candidates? Are there any grammatical errors?

### **1.3 Applying For A Job (求职)**

一旦理解了招聘广告,求职便进入了较为关键的过程,即准备个人简历及书写求职信件。本节着重介绍个人简历的常见格式及应该包括的内容;最后介绍了求职信写作的要点,并要求读者亲自实践。

A. After skimming through the jobs advertised in newspaper or magazines, it becomes more likely that job-hunters get interested in some jobs they think they are qualified for. The next step followed involves the preparation of an applicant's personal information, better known as CV (Curriculum Vitae) or *résumé*, and a letter of application. Work in pairs to find out what information is usually required in a CV or a *résumé*. Then work out your own CV or *résumé*. When you finish, exchange it with your partner and proofread each other's CV. Finally, give it to your teacher to be checked.

B. A personnel officer gets the first information about the candidates for the vacancy through *résumés*/CV (curriculum vitae)—general introductions of the candidates' names, education/qualifications and past experiences. Then what should a good *résumé* look like? Read the *résumé* corresponding to the ad in the previous section and answer the questions afterwards.

## **CURRICULUM VITAE**

Surname: Black

First names: Mitchell Sarah

Address: 32 Archwood Drive, Hamstead, London W6C  
8HT

Tel: (071) 8545249

Date of Birth: 14th July, 1969

Marital status: single

Children: none

### Education and qualification

Sept. 85 – April 88      Grammar School, Headingley,  
Leeds

9 O level GCEs

July 88 – Oct. 88      Buckingham Academy, Not-  
tingham

speedwriting 130 wpm; typing  
35 wpm,

My speedwriting is now poor  
but my typing speed is 70 – 80  
wpm.

### Experience

Nov. 88 – Jan. 89      Leeds University. Temporary  
receptionist. Reason for leav-  
ing: full-time receptionist re-  
turned.

Mar. 88 – Apr. 93      Graham Talbut Ltd. Bradford.  
Started as a junior typist. After



one year became secretary to  
branch manager. Left to go to  
London for personal reasons.  
Jul. 93 - the present Secretarial work at Johnston  
Solicitors & Co. London

### Questions:

1. What are the person's name, sex, age and marital status?
2. What is her present and permanent address?
3. What education and how many years of schooling did she receive?
4. What are her previous working experiences and which one fits most closely to the requirement illustrated in the ad?
5. Do you think she is appropriate for the job? Why?

C. Once more, imagine that you and your partner both work in the Personnel Department. You are going to choose some better candidates for the final interview. Among the three candidates whose résumés are put below, you will choose two. Look them through carefully and discuss with your partner which two to choose. State your reasons.

## RÉSUMÉ

**Name:** Roger Chen

**Address:** 304, Building 15, Nanhua Li, Hexi District, Tianjin

**Telephone:** 022 - 28631924

**Date of Birth:** Nov. 7, 1972